

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/24 thru 08/30. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate	32.	.3% of 22	,500 stor	es	42	.2% of 22	2,500 sto	res	24.7% of 19,500 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAR	GE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			100	1.85	10	2.25	660	1.73	170	1.32	270	1.60	
G	White 18 pack			280	2.41	30	2.79	60	3.17			130	1.98	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	40	1.56	350	1.22	10	1.39	2,580	1.35	110	1.81	190	1.17	
R	White 18 pack			180	1.91			320	2.00			640	1.99	
	Brown 12 pack					30	2.69	100	0.99					
	USDA ORGANIC													
	White 12 pack													
S	Brown 12 pack	30	3.99	480	4.05	10	3.69	610	4.27	30	3.65	550	4.07	
P E	OMEGA-3													
C	White 12 pack	90	2.00	1,860	2.34	60	2.50	760	2.44	520	2.67	2,750	2.56	
ī	Brown 12 pack	10	2.50	130	2.50	20	2.99	100	2.99	10	2.50	290	2.87	
A	CAGE-FREE													
î	White 12 pack			70	2.71			420	3.00			10	1.99	
т	Brown 12 pack	10	2.60	2,070	2.65			2,400	2.78	40	2.49	570	2.63	
Y	VEGETARIAN FED													
	White 12 pack			50	2.99			360	2.58					
	Brown 12 pack	180	2.50	1,520	2.40	200	2.50	680	2.79			800	2.55	

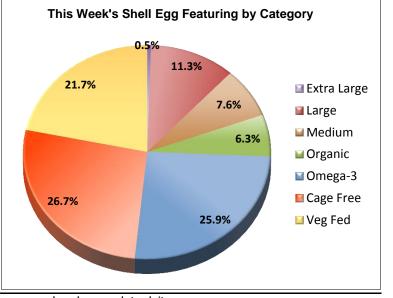
	Eggs - Grade A or b	petter, avg. feature p	orice converted to \$/o	dozen	
1.65			1.62		
1.45				1.43	1.42
1.35		1.40			1.42
1.29	1.22				
1.15 Jul 20-26	Jul 27-Aug-02	Aug 03-09	Aug 10-16	Aug 17-23	Aug 24-30

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	950	3,800	1,510	Large Eggs on
Specialty	6,500	5,620	5,570	Aug-20-2012
Total (includes MD)	8,060	9,590	7,240	540.4
Special Rate 4/:	4.5%	9.1%	2.2%	up 12.4%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Shoppers are probably wondering, "Where did the egg ads go?", as featuring of regular shell eggs declined sharply this week. The average price of Large egg, Grade A or better, is about unchanged even as fewer promotions appear in circulars and consumers are finding that "no price" incentives are not as visible as the previous week. The ads for Medium shell eggs are commanding almost as much space as those for Large eggs. Specialty shell egg promotions continue to increase in number. Cage-free eggs are still the popular favorite, but Omega-3 and vegetarian eggs are also commanding a large percentage of space in flyers this week. Liquid egg promotional activity is slightly more active with ads appearing throughout the country. Labor day, the unofficial end of summer, is approaching and schools will all have opened their doors. Markets and households are adjusting to the change and, for the moment, supplies of Large eggs exceed retail demand.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

						EAST U.S.					AST U.S.		MIDWEST U.S.							
	Feature Rate ¹⁷ Activity Index " CLASS White 12 pack		,	31.3% of 4	4,400	NH,NJ,NY,PA,F sampled outlet	s			(AL,FL,GA,MS,N 44.2% of 6,000 s vity Index = 3,33	sampled outlets	;	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 27.1% of 4,000 sampled outlets Activity Index = 860 (includes Medium)							
			Activity Index = 2,000 (includes Medium) EXTRA LARGE LARGE							LARGE	Unicidaes Med	EXTRA LARGE LARGE								
			Price Range		Ava 3/	Price Range		Ava 3/	Price Range		Price Range	_	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/			
GR	DA ADE	White 12 pack White 18 pack Brown 12 pack						g			- moormage			- Ing or	0.77	10	0.77			
A	Α	MEDIUM		White 12	pack					White 12 pack				White 12 pack						
GR.	DA ADE	White 12 pack White 18 pack Brown 12 pack	1.48 - 1.78		1.56	0.88 - 0.99 1.50	70 20	0.91 1.50			0.88 - 1.00 1.98	90 0.97 40 1.98			0.99 - 1.69 1.98	110 20	1.41 1.98			
	Α .	MEDIUM		White 12 White 30						White 12 pack White 30 pack	1.00 - 1.78	470 1.72		White 12 pack White 30 pack	1.00	30	1.00			
S	USDA	A ORGANIC White 12 pack Brown 12 pack	3.99	30	3.99	3.99 - 4.49	470	4.05							4.00	10	4.00			
E	OME	GA-3 White 12 pack Brown 12 pack	2.50	10	2.50	2.33 - 2.99 2.50		2.71 2.50			2.00 - 3.00	1,170 2.26	2.00	90 2.00	1.57 - 2.06	70	1.93			
A L T	CAGI	E-FREE White 12 pack Brown 12 pack	2.60	10	2.60	2.99 2.50 - 2.99	50 220				2.50 - 3.00	520 2.62			2.00 2.50	20 490	2.00 2.50			
Ý	/EGE	TARIAN FED White 12 pack Brown 12 pack	2.50	180	2.50	2.99 2.00 - 2.99	50 470	2.99 2.70			2.25	1,040 2.25			3.00	10	3.00			
				SOUT	H CE	ENTRAL U.S				SOUTHV	/EST U.S.			NORTH	WEST U.S.					
			(A	R,AZ,CO,Ł	KS,LA	,MO,NM,OK,TX	,UT)			\ ,	II, NV)			, , ,	,OR,WA,WY)					
		ture Rate 1/	26.1% of 4,000 sampled outlets						25.1% of 2,900 s	•	33.3% of 1,200 sampled outlets									
	Acti	vity Index 2/	Act	ivity Index	= 860	0 (includes Med		4.00	Act	ivity Index = 600	•		Activity Index = 410 (includes Medium)							
GR	DA ADE A	White 12 pack White 18 pack Brown 12 pack				1.99 2.49 - 2.88		1.99 2.57			1.69 - 1.99 1.99 - 2.49	30 1.93 220 2.43			1.99 - 2.00 1.27	50 10	1.99 1.27			
	^	MEDIUM		White 12	pack					White 12 pack	0.99 - 1.79	50 1.07		White 12 pack	0.80	10	0.80			
	DA ADE	White 12 pack White 18 pack Brown 12 pack				1.59 1.66 - 2.00		1.59 1.96			1.00	10 1.00								
4	4	MEDIUM		White 12 White 30		1.78	50	1.78		White 12 pack White 30 pack				White 12 pack White 30 pack						
s	USDA	A ORGANIC White 12 pack Brown 12 pack												, , , , , , , , , , , , , , , , , , ,						
P E C	OME	GA-3 White 12 pack Brown 12 pack				1.99 - 2.33	130	2.26			2.50	40 2.50			2.50	200	2.50			
L		E-FREE White 12 pack Brown 12 pack				2.50 - 3.00	450	2.54			3.00	250 3.00			2.49 - 2.50	140	2.49			
•		TARIAN FED White 12 pack Brown 12 pack								website: http							2 of 3			

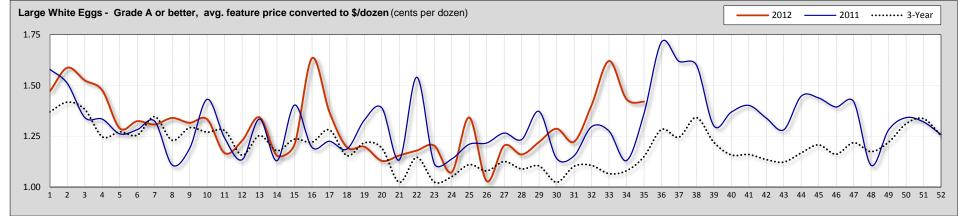
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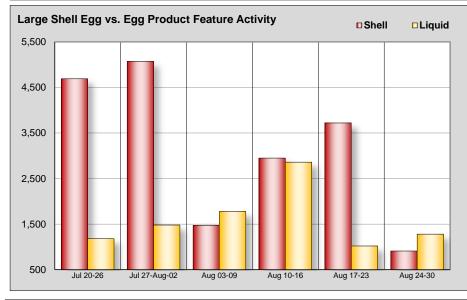
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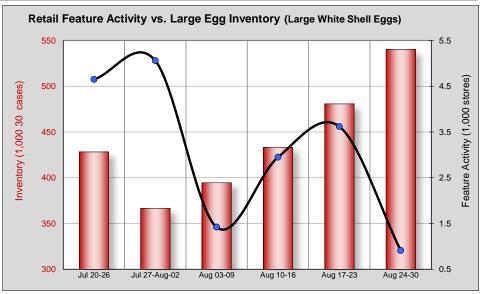
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/24 thru 08/30.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST			NORTHWEST	
1/ Feature Rate	6.0%	5.8%	10.4%	9.0% of 4,40	00 sampled	5.5% of 6,000 sampled		4.9% of 4,000 sampled		3.6% of 4,000 sampled		9.8% of 2,900 sampled		led	0.7% of 1,200 sampled	
2/ Activity Index	1,280	1,020	2,540 Activity Index = 420		dex = 420	Activity Index = 230		Activity Index = 200		Activity Index = 140		Activity Index = 280		0	Activity Index = 10	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price R	ange Stores	Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,220 2.68	950 2.52	1,660 1.97	2.50 - 5.49	360 2.87	1.88 - 2.50	230 1.94	2.25 - 3.00	200 2.96	2.69 - 2.99	140 2.84	2.50 -	2.99 280	2.79	2.00	10 2.00
32 oz. crtn		70 4.80	810 5.05													
3 - 4 oz. cup	60 2.88		70 2.50	2.79 - 2.99	60 2.88											
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.